

Raising Conservation Awareness through Education and Outreach Campaigns

Trip Report Presenting Results from the Workshop in Palu, Central Sulawesi and an Assessment of the Potential for a Future Workshop in the Togean Islands

Paul Butler
Director for Conservation Education
RARE Center for Tropical Conservation

Environmental Policy and Institutional Strengthening IQC
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The Natural Resources Management/EPIQ Program's Protected Areas Management team works with BAPPENAS and the Directorate-General for Nature Protection and Conservation (PKA) of the Department of Forestry and Estate Crops to strengthen protected areas management in Indonesia. Work includes promoting partnerships among the private sector, government agencies, NGOs, and local communities; raising conservation awareness; improving conservation financing; and building institutional and human resources capacity.

For further information, please contact our office at The Natural Resources Management/EPIQ Program, Manggala Wanabakti, Block IV, 6th Floor, Room 622-624C, Jl. Jend. Gatot Subroto, Jakarta 10270, tel: (62-21) 571-1194; fax: (62-21) 572-0215.

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Acronyms and Indonesian Terms Used in the Text

<i>Camat</i>	sub-district chief
CEC	Conservation Education Campaign
CI	Conservation International
EPIQ	Environmental Policy and Institutional Strengthening Contract
GOI	Government of Indonesia
NGO	non-government organization
NRM	Natural Resources Management Program
PAM	Protected Areas Management
PKA	<i>Perlindungan dan Konservasi Alam</i> , Directorate-General for Protected Forests and Nature Conservation
Sekber Togean	<i>Sekretariat Bersama Togean</i> , Collaborative Secretariat for the Togean Islands
TNC	The Nature Conservancy
UNDP	United Nations Development Program
USAID	United States Agency for International Development
YABSHI	<i>Yayasan Bina Sains Hayati Indonesia</i> , Indonesian Life Sciences Foundation
YPAN	<i>Yayasan Pusaka Alam Nusantara</i> , Indonesian Natural Heritage Foundation

EXECUTIVE SUMMARY

This report documents the November 8 – December 6, 1998 trip of Paul Butler to the Indonesian province of Central Sulawesi and to the national capital, Jakarta. Mr. Butler is the Director for Conservation Education at the RARE Center for Tropical Conservation, an organization that uses social marketing techniques to raise conservation awareness and build local pride in the stewardship of protected areas. During this trip, Mr. Butler facilitated a two-week workshop in the Central Sulawesi city of Palu, outside of Lore Lindu National Park. The participants in the workshop included staff of Yayasan Pelestarian Alam Nusantara (YPAN), an Indonesian NGO affiliated with The Nature Conservancy, as well as other members of Sulawesi's conservation community. After the workshop, Mr. Butler conducted a scoping mission to the Togean Islands to assess the region's potential for a conservation campaign. The Togeans visit was sponsored by the Natural Resources Management/EPIQ Program's Protected Areas Management team in coordination with Conservation International and a local NGO, Sekber Togeans. Mr. Butler's trip concluded with a visit to Jakarta, where he presented results from the Palu workshop and discussed follow-up activities.

The report is divided into three primary sections. The first section provides an introduction to RARE and its Conservation Education Campaign (CEC) methodology. It describes the philosophy of the campaign, key ingredients for success, and specific tools used in campaign implementation. The second section describes the two-week conservation awareness workshop in Palu. It discusses the process of the workshop, the tools that were developed, and most importantly, the overwhelming enthusiasm the workshop generated among both workshop participants and the general public. In the third section, Mr. Butler considers the Palu Workshop as a model for similar activities in the Togean Islands. He assesses the current status of conservation awareness in the Togeans, possible lead agencies, and the potential for either a full a campaign or shorter workshop format.

The PAM team is excited about the success of Paul Butler's recent work in Indonesia. Based on his positive experience in Central Sulawesi, PAM recommends strengthening our working relationship with RARE over the next year. PAM proposes that Mr. Butler return to Indonesia to conduct up to three conservation awareness workshops similar to the successful efforts in Palu. Workshops would be held in Manado, North Sulawesi, Jayapura, Irian Jaya, and Samarinda, East Kalimantan. Upon completion of these three workshops, PAM may discuss further collaboration, possibly through the implementation of a full Conservation Education Campaign.

The RARE Center's Paul Butler has demonstrated that social marketing of conservation is effective in Indonesia. PAM and the NRM/EPIQ Program look forward to working with its partners in adapting these effective public communication tools to strengthen conservation awareness and pride in the stewardship of Indonesia's protected areas.

1. INTRODUCTION

The Natural Resources Management (NRM)/EPIQ Program's Protected Areas Management (PAM) component works with the Department of Forestry and Estate Crops' Directorate-General for Nature Preservation and Conservation (PKA) and others in Indonesia's conservation community to strengthen participatory, multi-stakeholder management of protected areas at the regional level. This is often difficult due to the low level of public appreciation for conservation. Much of Indonesia's rapid economic growth over the last thirty years came from the exploitation of the country's rich natural resources base. As a result, especially at the regional level, conservation of Indonesia's protected areas is often perceived as a negative trade-off to continued economic development.

Overcoming this misconception between the trade-off of conservation and development requires broad-based understanding of the values of protected areas within the larger context of regional development as well as community pride in a region's natural heritage. The PAM team is working to strengthen local support for protected areas management through a number of inter-related, complementary activities. For example, PAM is using resource valuation methodologies to demonstrate the economic values of protected areas to a particular region. PAM also supports more effective integration of protected areas conservation into provincial-level spatial planning. PAM augments this policy with efforts to build local pride in each region's natural heritage. By working with students, teachers, the local media, and local communities, the PAM team believes that increased understanding and pride in the region's natural heritage ultimately leads to increased values for conservation.

While exploring different approaches to conservation education and awareness in Indonesia, it became evident to the PAM team that most strategies have primarily focused on a single target audience, such as school children or a community living in or around a protected area. Such programs may have influenced their target audience, but may not have achieved the greater objective of strengthening broad-based regional support for conservation. This would require a more integrated approach to conservation awareness, something akin to a comprehensive marketing strategy. The PAM team started exploring social marketing as such a strategy. Social marketing has been used successfully in the public health field around the world. It involves the distribution of socially necessary products and ideas through existing commercial and institutional infrastructure. A key ingredient to social marketing is effective communication to encourage the adoption of a particular practice, through brand advertising and educational campaigns using locally available mass media.

Application of social marketing to conservation is new, and the U.S.-based RARE Center for Tropical Conservation is at the forefront of this exciting work. The Center's Director for Conservation Education, Paul Butler, has designed and implemented numerous *Promoting Protection through Pride* campaigns, initially in the Caribbean and now around the world, demonstrating that social marketing can be a powerful tool for generating local support for conservation.

Paul Butler first came to Indonesia on a scoping mission in 1998, at the invitation of The Nature Conservancy (TNC). As his past conservation campaigns had occurred in much smaller countries or

islands, Butler was concerned about the adaptability of his methodology to Indonesian audiences and topography. Therefore, TNC and Butler decided that he should return to Indonesia not to implement an entire campaign, but to facilitate a two-week workshop to introduce the components of a campaign for Indonesia's Lore Lindu National Park in Central Sulawesi. The PAM team then coordinated with TNC and Conservation International so that Mr. Butler could assess the potential for a full or modified campaign for a proposed protected area in the Togean Islands, off the coast of Central Sulawesi.

2. THE RARE CENTER'S APPROACH TO CONSERVATION EDUCATION

The RARE Center for Tropical Conservation promotes conservation education through multimedia campaigns. RARE assists local lead agencies and project counterparts to establish Conservation Education Campaigns (CEC) that promotes community pride in a flagship species or important natural habitat. Typically, a full-fledged CEC requires twelve months and multiple, dedicated counterparts from government and non-government conservation agencies and community bodies. However, a campaign can be shortened or modified depending on local capacity and the nature of the local ecosystem.

2.1. The RARE Center Philosophy and Manual

The RARE Center has designed its CEC methodology around three principles: pride, local support, and training:

- **Pride in the environment helps build a strong nation.** When people are proud of their environment, they help protect their natural resources by honoring laws and respecting protected areas. RARE's program assists in implementing positive, community outreach programs for all ages. Its compendium manual helps a lead agency to better manage protected areas and to use them to promote income and employment in a sustainable fashion.
- **A conservation program must have local support.** Any conservation program relying exclusively on foreign aid is doomed to failure when funds are exhausted. RARE's program helps local counterparts to identify and work with local businesses to support conservation efforts by financing materials and activities. Moreover, local involvement builds pride.
- **Training local people is key.** Reliance on external technical assistance does not provide local conservationists with lasting tools to enact or continue their work. Rather, involving and training local personnel in every aspect of a RARE program promotes local commitment.

The RARE Center's philosophy is embodied in its manual, *Promoting Protection Through Pride*. This manual is directed at mid-level technical officers and educators who are actively involved in initiating and implementing species-related conservation programs. Typically they will be from forestry and wildlife departments, or national trusts. The manual is designed to serve small countries (or small regions of larger countries) with populations of less than 150,000. It offers activities, suggestions, and ideas that have been field-tested in more than twenty sites around the world. These are presented over the course of a year in twelve monthly segments. It is a recipe book and not a "Bible." The manual's loose-leaf binder

enables its readers to insert their own material where appropriate, and the monthly allocation of tasks leaves them ample time to be innovative while continuing the performance of their normal duties.

2.2. Implementing a Conservation Education Campaign

Implementation of a CEC requires identification of a clear, quantifiable goal, selection of a target species, selection of a local lead agency to oversee project implementation, and selection of a capable counterpart to actually implement the various tasks in the RARE manual. Past campaigns have had one or more of the following goals:

- Build pride and awareness for a specific target species, thereby assisting with its conservation.
- Promote the establishment of specific Protected Areas, National Parks, or Forest Reserves to benefit not only the target species, but the host of other plant and animals that share its habitat.
- Promote a knowledge of, and appreciation for, existing Protected Areas, National Parks and Forest Reserves.
- Build name recognition for the lead agency and bring its workings to the public's attention.
- Build constituent support for initiatives such as the passage of legislation, the registration of captive wildlife, and other land-use and wildlife regulations.

Ideally, the target species should be endemic (symbolizing the uniqueness of the host country or target area); reside in a critical habitat (providing a focus for the project); and be “marketable.” Using an existing national symbol has proven to be especially effective, as this provides a strong linkage to nationalism and pride – pride for oneself, one’s country, and one’s environment.

The lead agency is the organization selected to oversee the implementation of the campaign and is responsible for logistical support, financial accounting, and providing a linkage between the counterpart and the local government. In a sense, if the RARE manual is a recipe book and the materials (e.g., badges, posters) are the recipe's ingredients, then the lead agency is the kitchen in which the "conservation cake" is baked. The "kitchen" provides logistical and material support to the counterpart, as well as covers the cost of vehicle maintenance and pays his or her salary. The extent of day to day involvement by a lead agency will depend upon the qualities of the counterpart. Where the counterpart is self-starting, motivated and capable, the lead agency’s role is minor. A less experienced counterpart requires greater supervision and a more active role for the lead agency. Notably, a *Promoting Protection Through Pride* campaign strives to not only promote an awareness of the target species and its habitat, but also to help the lead agency build name recognition for itself, and prepare for the continuation of program components after RARE Center assistance ceases.

Finally, a strong local counterpart is the key to a successful campaign, for it is his or her responsibility to implement the program on a day-to-day basis. Following the cooking metaphor outlined above, in our kitchen, the counterpart is the cook; and, a good cook (counterpart) is the key to a successful CEC campaign! You can have the world’s best recipe book and the world's finest ingredients, but if you don’t have a dynamic, committed cook you will not get any results. The individual selected needs to be self-

starting, highly motivated, outgoing and willing to work long hours. This individual should be well organized, energetic, and charismatic. He or she should be as comfortable talking to a group of school children, as before a group of local officials or businessmen. The counterpart need not be a professional environmental educator. However, it is important that he or she is a good communicator, for it is up to the counterpart to convey the conservation message to the public and organize volunteers to multiply his or her efforts.

2.3. Gauging Campaign Success

RARE recommends three criteria to gauge the short-term success of an outreach campaign:

- **Completion of Tasks.** Each campaign has a number of tasks that the counterpart aims to achieve. The level of accomplishment of these tasks is one indication of success.
- **Business Support.** The extent to which local businesses provide financial support for items like bumper stickers, billboards, music productions, and other media devices.
- **Questionnaire Surveys.** Using questionnaire surveys before and after a campaign gives a quantitative measure of changes in public knowledge and attitude.

In the long-term, the success of any conservation education campaign will be reflected in measures taken by the lead agency, local or national government, and others to promote conservation and the sustainable use of a country's natural resources.

2.4. Suggested Activities for a Conservation Education Campaign

Promoting Protection Through Pride outlines many successive tasks that take the conservation message into every sector of the target community. The suggested activities help local people develop a sense of pride for the target species and bring public attention to its plight and conservation needs. These tasks include:

Questionnaire Distribution. In order to gauge existing levels of knowledge and awareness about the target species and its habitat, as well as to monitor change over the course of the project, campaign counterparts carry out pre- and post-project questionnaires randomly sampling about 1% of their country or target area.

Questionnaire Analysis. In order to gauge existing levels of knowledge and awareness about the target species and its habitat, as well as to monitor change over the course of the project, campaign counterparts analyze questionnaire returns by using software provided by RARE.

School Song. In order to make the school visitation component of the campaign more lively, and to reinforce lessons learned, campaign counterparts solicit local assistance in producing a school song.

Posters. Colorful posters are widely distributed in communities throughout the target area and placed in prominent sites such as supermarkets, bars, schools, health centers, and government buildings. These posters advertise the conservation message and provide a visual of the target species.

Puppet Show. Puppets are seen as a way of encouraging younger children to participate in the campaign and are fun to make and to use. The manual recommends that the campaign counterparts work with local teachers to develop puppet shows of their own. Ideally, such shows will be used widely in the school system.

Costume. In order to make school visitation more lively and entertaining, counterparts solicit local assistance in producing a costume of the target species for use during the project.

School Visits. Campaign counterparts visit every primary and secondary school in their country or target area, and speak to as many children as possible. These talks serve to introduce local children to the target species and conservation issues.

Bumper Stickers. Bumper stickers serve as a visible means of promoting the conservation message and are a way of attracting local corporate support through sponsorship. Distributed freely to vehicles throughout the target area, they are tangible evidence of community participation.

Art/Essay Competition. Competitions serve to reinforce and build upon the activities of a school visit. The sponsorship of prizes serves to further involve local businesses in the conservation campaign.

Songs. Campaign counterparts work with local musicians to produce at least one popular song for airing on the radio. Music is popular in all cultures and this task reaches out to young people who have already left school.

Community Outreach. This task includes a mix of talks and lectures to community groups, issuing press releases, preparing articles, and giving interviews for radio and TV. The objective is to carry the conservation message to the wider community.

Environmental News Sheet. The manual recommends the production of a monthly or quarterly news sheet or comic/coloring book to furnish children with follow up activities. This task also provides scope for corporate sponsorship and may be used to continue outreach activities beyond the formal close of the project.

Sermon. This manual emphasizes the important role of religious institutions in the community and encourages counterparts to solicit the assistance of religious leaders, requesting that they present environmental sermons to their congregations.

Billboards. Billboards are a colorful, eye-catching way of attracting attention. Placed at prominent road junctions they can be seen by a wide cross section of the local community and can also afford an additional opportunity for corporate sponsorship.

Legislation Booklet. Counterparts ensure that law enforcement officials are aware of existing environmental legislation. The counterpart produces a leaflet/booklet summarizing conservation laws and distributes this to police officers throughout the target area.

Music Video. A conservation song can be made into a music video for airing on local TV. This task strives to attract the nation's youth and helps to carry the conservation message to this particular target group.

Farmers' Visitation. Very often the farming community is at the forefront of environmental problems. Counterparts host meetings with pertinent farmers' groups and use this time to emphasize the benefits of wise land use, the mutual need for sustainable development, and the plight of the target species.

Stamps. Stamps offer yet another colorful way of illustrating and promoting the target species and the conservation message. They can potentially reach the entire "host" country, as well as overseas.

A-Z Booklet. The production of an "A to Z" booklet of the host country's wildlife provides schools and school children with supplementary materials and resources to reinforce their interest in conservation.

RARE emphasizes that these tasks are suggestions only. Naturally, the counterpart and lead agency should use and modify these activities as appropriate to their local circumstances.

3. TERMS OF REFERENCE

Paul Butler's assignment was carried out from November 8 to December 6, 1998 and entailed two discreet components. (1) He conducted a two-week workshop for Yayasan Pusaka Alam Nusantara (the Indonesian Natural Heritage Foundation, or YPAN), which is The Nature Conservancy's (TNC) local affiliate in Palu, Central Sulawesi. Mr. Butler taught selected CEC tasks to personnel from YPAN, other NGOs, and local government agencies, enabling them to build upon their existing outreach programs in and around Lore Lindu National Park. (2) Mr. Butler conducted a site visit to the Togean Islands in order to determine the region's potential as a site for a Conservation Education Campaign. The lead agency for such a campaign would most likely be a local NGO, Sekber Togeian, which represents a consortium of interests from Conservation International and Indonesian NGOs. Staff from Sekber Togeian participated in the Palu workshop to learn about the key educational components of a campaign. During Mr. Butler's visit to the Togean Islands, he held meetings with community representatives, Sekber Togeian, other NGOs, and PKA to assess prevailing knowledge and attitudes towards the environment, gauge possible support for a CEC program, and identify alternatives for the lead agency. TNC funded Mr. Butler's involvement in the Palu Workshop as well as all Workshop expenses. The NRM/EPIQ Program funded his visit to the Togeians as well as his international travel.

4. THE PALU WORKSHOP

The Palu Workshop took place from November 9 through November 19, 1998 and was organized by TNC and YPAN. There were 25 participants including representatives from YPAN, Sekber Togeian, other NGOs, the Protestant Church, Lore Lindu National Park staff, and other government agencies (See Appendix A). The workshop took place in Palu, the capital of Central Sulawesi and approximately 60 kilometers from the park. (See Appendix B for a map of Sulawesi.)

Lore Lindu National Park covers 229,000 hectares and is home to numerous endemic plant and animal species. The park is managed by a staff of 80, and their material and financial resources are extremely inadequate. In light of this, park staff are very eager to cooperate with YPAN, TNC, and others for the better management of Lore Lindu. Thus, Mr. Butler was invited to Palu to teach these government and non-government counterparts in the techniques of a modified Conservation Education Campaign.

Prior to the workshop, PKA had selected the Red-Knobbed Hornbill, an endemic bird species, to be the park mascot. TNC and YPAN had then produced fact sheets, teacher notes, and suggested activities on the bird, including its feeding habits, value as a seed dispenser, forest habitat, and the importance of the species and park to people living in the area. TNC and YPAN also began production of 1,300 full-color posters of the provincial bird of Central Sulawesi, the Maleo,¹ and 250 Lore Lindu flip charts. With this groundwork in place, Mr. Butler trained and led the workshop participants in nine activities:

¹ The Maleo is a well-known bird in Central Sulawesi, as its eggs are widely used as a food source. Human raiding of nesting grounds is creating severe impacts on the species' population.

questionnaire, comic, puppet show, school song, popular song, sermon sheet, mural, costume, and press release.

4.1. Questionnaire: Prevailing Attitudes and Knowledge about Lore Lindu National Park

Attitudes and Knowledge of the Workshop Participants

To design the questionnaire, the workshop participants had to first be introspective about their own perceptions and beliefs. They discussed four topic areas and agreed on priorities as follows:

- **Importance of the Park (by priority):** protection of fauna and flora, soil/water conservation, air, medicine, recreation/education, and tourism/culture.
- **People's Perceptions of the Park (listed by most common perception):** a protected area, a place to gather firewood and timber, a place for agriculture (e.g., coffee and cocoa), a place for hunting, a wild place that no one owns, and a place of which people had no knowledge or perception.
- **Threats to Park (from greatest to least):** agricultural encroachment, illegal harvesting of forest products (e.g., rattan), hunting, fire, theft of megaliths and archaeological artifacts, and mining.
- **Individual Actions to Protect the Park (in order of most likely to be achieved):** planting of trees in and around the park, choosing to not set fires for the clearing of land in the park, not allowing weapons to be carried within the park.

Survey Questionnaire

The participants used the above results to develop an 18-question survey on local attitudes and knowledge of the park. Knowledge questions asked if people had heard of the park, knew who owned or managed it, what the main threats are, if gardening is allowed within the park, what activities are illegal within the park, and if they knew of the Maleo bird. Attitude questions asked if the park was important to the person and why, and whether the person would be willing to volunteer in the park (e.g., by planting trees). There were additional questions on the respondent's age, sex, employment, media preferences, and home language.

Mr. Butler trained the workshop participants in enumerator/ interviewer techniques and respondent selection procedures. The participants split into three teams to sample communities east and west of the park and within Palu. The team surveyed a total of 150 respondents, and the results were analyzed using SURVEY PRO software. Interesting results included the fact that many people did not understand the concept of a "national park," and even fewer knew of a provincial bird. In effect, this was a practice session, with the participants planning to re-survey the communities with a greater sample size. Then, in about a year, they would conduct a post-campaign survey to determine if local attitude and knowledge had changed.

4.2. Development of Outreach Tools



Upper left. Poster of National Aku
Bangga Melestarikanmu
Poster

Upper right. Head of hornbill costume.

Left. One of six hand puppets made by
workshop participants

Allo, Allo!! A Comic on the Red-Knobbed Hornbill of Lore Lindu National Park

Allo is the Indonesian name for the Hornbill. The comic has 24 pages as follows:

0. Cover: Cartoon of Allo and his friend the Maleo
1. Letter from Head of Lore Lindu National Park, and an invitation for children to write to *Allo, Allo!!*
2. Map of park that highlights its importance and features areas of special interest.
3. Cartoon talking about agricultural encroachment, fires, and the park's fauna and flora.
4. Cartoon
5. Cartoon
6. Cartoon
7. Sketch of the hornbill's forest home describing the layers of forest and the importance of this biome.
8. How to plant a tree
9. Story: Dance of the Maleo, a story about a child's learning about the Maleo and her developing a dance to teach other children about it.
10. Story: Dance of the Maleo
11. Story: Dance of the Maleo
12. Story: Dance of the Maleo
13. Game: Crossword puzzle focusing on the Maleo
14. Game: Maze - help the Maleo chick burrow to the surface.
15. Fact sheet on Megaliths with a discussion on tourism and culture in the park.
16. Fact sheet: Megaliths #2
17. Game: Word search focusing on the Allo.
18. Game: Join the dots to draw an Anoa.

Comic and Boardgame

The workshop participants designed a 24-page comic book, in both color and black-and-white, to provide school children and their teachers with additional classroom materials that build upon the resources currently available about the park (e.g., the flip chart and Maleo bird poster). The overall theme of the comic is *Taman Nasional Aku Banngga Melestarikanmu*, or “I’m Proud to be Taking Part in Protecting My National Park” (see text box). The participants designed an accompanying board game with the objective of following a nature trail around the park. (The game had action squares which said, for example, “report fire to PKA; move forward five squares,” or “broken bridge; miss one turn.”)

The comic was field-tested during a full-day working session with 15 public elementary school teachers from around Lore Lindu. The teachers were enthusiastic about the comic and made detailed comments and suggestions for improvement. They suggested that the comic be given to children in Grades 4 and 5. The draft was ready for printing in mid-December.

Puppet Show and School Song

The workshop participants worked with a tailor to make six puppets (a Maleo bird, Red-Knobbed Hornbill, school child, farmer, forest ranger, and tourist), built a puppet theater, and drafted an eight-page script. The script includes a child who guides a tourist around the park to show its beauty, a scene where the Hornbill discusses the threats it faces from agricultural encroachment and hunting, and a scene in which the ranger talks about what can be done to protect and help the park. This leads into the school song.

The puppet show and song premiered before 450 excited school children in Palu. The children had no problems using the puppets or learning the song, and an Education Department official urged the team to visit every school in the area. The song has been recorded for use in other schools.

Popular Song

The workshop participants were to come up with a style and theme for a popular song that would target a specified age group. They were also to suggest some popular, local musicians that could assist with this task. By consensus, the group decided the song should be targeted at the 17-30 year age group, in the Pop/"Dangdut" style, and suggested several local musicians. The topic of the song was to be the protection of Lore Lindu for its endemic fauna and flora and for its watershed protection benefits. The song was also to discuss threats such as deforestation, hunting, and agricultural encroachment. Finally, the song was to emphasize that everyone can help by respecting park boundaries, rules, and regulations, and by taking proactive measures, like planting of trees. Prior to Mr. Butler's departure from Indonesia, the song was written, recorded, and ready for airing on local radio stations around the park.

Sermon Sheet

A Conservation Education Campaign can make use of the clergy to reach a large audience. Therefore, workshop participants studied the Bible and Koran for appropriate religious quotes relevant to environmental concerns in Lore Lindu. Working with members of the local Protestant Church community, the participants created a four-page Christian sermon sheet with the following quotes:

- To highlight the conservation of biodiversity, soil, and water and promote recreation, Genesis 1 (20-23) says, *Let the waters bring forth abundantly, the moving creature that hath life, and fowl that may fly above the earth in the open firmament of heaven. And God created great whales, and every living creature that moveth, which the waters brought forth abundantly, after their kind, and every winged fowl after his kind: and God saw it was good.*
- To highlight threats to the park and agricultural encroachment, Isaiah 5:8 says, *Woe unto them that lay field to field, till there be no place, that may be paced alone in the midst of the earth.*
- To rally people to action for protection of the park, Revelation 7:3 says, *Hurt not the earth, neither the sea nor the trees.*

The team produced a similar sermon sheet for the Moslem community, identifying the following quotes from the Koran:

- To highlight the conservation of biodiversity, soil, and water and promote recreation, participants noted QS-31, Lukman 10 and QS-50, Qaaf:7; QS-2.
- To highlight threats to the park and agricultural encroachment, participants noted Al Baqarah: 205; QS-7, Al A'raaf: 56 and QS-36, Yaasiin: 34-35
- To rally people to action for protection of the park, participants noted QS-15, Al Hijr:19 and QS-15, Al Hijr:22.

Both the Christian and Moslem sermon sheets are now ready for printing and distribution.

Mural and Costume

The workshop participants advised a local artist on the production of a mural depicting the splendor of Lore Lindu and its rich biodiversity. The final mural was painted on the outside of YPAN's Palu office and shows the Red-Knobbed Hornbill and the Maleo. As with the comic book, the slogan on the mural is *Taman Nasional Aku Bannnga Melestarikanmu*. A second 4m x 3m billboard was erected by the Governor on December 3rd in Central Palu. Participants also began construction of a costume of the Hornbill with plans to complete it by early December.

Press Release

Participants produced three press releases during the workshop. One was on the activities of the workshop itself and the questionnaire (carried in the *Mercusuar* newspaper), a second was on the premier of the puppet show and school song, and a third was on the elementary school teacher review of the comic book, *Allo, Allo!*

4.3. Workshop Evaluation and Analysis

Post-workshop evaluations by the participants were uniformly positive. One participant from PKA said "this was something we have been waiting for," while another said this "was the first time that such a workshop had been held in Indonesia." Participants liked that the tasks were easy to achieve and that the methodology made the conservation message interesting. Others enjoyed that the approach was structured, yet not boring, and that it resulted in materials they could actually use. They enjoyed having group discussions and consensus on each task (e.g., the theme of the comic), and they liked the participatory approach to the actual production of materials. Several wished that the workshop could have been longer, others that more people from the community could have participated and seen that conservation can be fun. Finally, many hoped there would be more workshops like this, and all pledged to take what they had learned and use and adapt it to their own work situations.

Prior to Mr. Butler's arrival in Sulawesi, he had already agreed with YPAN and TNC that a full-fledged Conservation Education Campaign was not appropriate at this time. The *Promoting Protection Through Pride* manual requires a capable counterpart, a strong lead agency, adequate resources, and most importantly, the dedication to spreading a conservation message to some 150,000 people. By conducting a workshop that provided training in particular aspects of a campaign, in a short amount of time, Mr. Butler was able to leave a few tools to enhance the efforts of YPAN, PKA, and other government and non-government organizations working to conserve Lore Lindu National Park. Mr. Butler used the experience from the Palu Workshop and from many major campaigns in his assessment of a CEC for the Togean Islands.

5. TOGEAN ISLANDS ASSESSMENT

Paul Butler visit to the Togean Islands took place from November 20 through November 28 and was organized by Conservation International, Sekber Togeana, and the NRM/EPIQ Program. He visited numerous government and non-government organizations to determine a suitable lead agency, and he visited different locations within the islands to gauge current community conservation awareness. Lastly, he wanted to assess if the Togeana geography and ecosystems were amenable to a CEC.

The Togeans are an archipelago of four major populated islands and many smaller islands in Tanini Bay,, about 50 kilometers north of Ampana, a town on mainland Central Sulawesi. The Togeans are accessible by a six-hour ferry from Ampana. The economy consists primarily of copra farming, fishing, logging, rattan harvesting, and crab, oyster, and trochus export. The islands lack major commercial infrastructure (e.g., there is no ice factory and there are very few photocopiers on the islands), with obvious implications for the potential of ecotourism or a full-fledged campaign.

The islands are home to four important reef types (i.e., atoll, barrier, fringing, and patch), important species of coral and fish, mangrove, the endangered saltwater crocodile, the babirusa (a deer-like animal), dolphins, sea turtles, monitor lizards, and numerous bird species. Government and non-government organizations alike recognize the importance of the Togeana biome both as an ecosystem in its own right and for the potential it offers for ecotourism. Thus, over the past 17 years, the provincial governor, director-general of the PKA, and NGOs have proposed that between 7,200 – 100,000 hectares be set aside as some form of protected area (i.e., natural marine recreation park, multiple use marine reserve, and strict nature reserve). Approximately 40,000 people live within the planned protected area.

Any area granted protected status in the Togeans would initially fall under the administrative domain of the PKA in Ampana. This office estimates that 40 percent of the islands' forests remain in their original state. The PKA maintains four "forest guards" stationed in the Togeans filling primarily an enforcement role, although they also carry out informal, *ad hoc*, education work. PKA staff in Ampana are working on a zoning plan for the forest that designates areas for protection, production, and conversion.

5.1. Current Local Conservation Awareness

Mr. Butler met with a wide range of individuals in the Togeans including the *camat* (sub-district head), village leaders, the head of the local Department of Education, PKA and regional planning officials, Moslem religious leaders, school teachers, school children, boat captains, fishermen, representatives of local NGOs, and numerous other members of the public.

He found that very few members of the general public knew much about the environment with any specificity. When asked, “What is there to see in the Togeans?” most replied “the reef,” or “the sea.” When asked about native wildlife, less than half could name anything remotely unique to the area or to Sulawesi. Some people did mention local wildlife species, but then said they assumed those animals lived throughout Indonesia. Virtually no one understood the concept of a National Park or that parts of the islands were proposed as protected areas. The few that knew that some parts of the Togeans were environmentally sensitive or important thought this meant little in practice, stating that enforcement was lax, or that “protected” meant one could hunt the area’s wildlife but not trade in it. When questioned about perceived threats to the area, many claimed that there were fewer fish around. Some attributed this to bombing or cyanide. Only a few mentioned agricultural encroachment into what remains of the islands’ untouched native forest.

On the other hand, many community leaders recognized the importance of environmental protection and were very interested in the CEC concept and its materials. For example, teachers follow the Jakarta-inspired science curriculum, which contains nothing about the specific environmental concerns and flora/fauna of the Togeans. Nonetheless, many expressed pride in the environment of the Togeans and said they teach environmental studies when it fits into the curriculum. One teacher commented how when textbooks referred to animals found in Java and Sumatra (e.g., the rhino), he would discuss the babirusa, and after a recent fire near his school, he took his students to the area to explain erosion. The teachers said that the people of the islands were proud of their home, but did not realize the fragility of the natural resources. With limited teaching materials on hand, all said the puppets and comic could be of tremendous value.

The sub-district head and officials from the PKA, regional planning agency, and Department of Education also thought some form of CEC would be beneficial. Most thought it vital that a campaign be linked to economic empowerment initiatives, feeling that pride alone could not change behavior that was closely linked to income and jobs. They liked the positive attitude of a campaign, saying that people in the Togeans often thought of conservation as a prohibition of their activities. They recognized the need for a high-profile target species, and they suggested the *Burung Allo* (hornbill), *burung cum cum* (imperial pigeon), Napoleon wrasse, Togeian macaque, babirusa, tarsier, and dolphin as options.

5.2. Possible Lead Agencies in a Conservation Education Campaign

Mr. Butler hoped to identify a lead agency or group of government or non-government agencies that might cooperate as a lead agency for a CEC or workshop. Several organizations from outside the

Togean people have been working in the region for the past six to seven years, including US-based Conservation International and Indonesian NGOs. However, according to Sekber Togean, it is important to note that people on the islands see conservationists as having more similarities than differences with government officials, development workers, and other slightly threatening outsiders. This means that conservation is not viewed as a participatory and open process, but as a top-down process instituted by outsiders who feel culturally superior. The international and Indonesian NGOs have not convinced the Togean people of the benefits of environmental stewardship or that it is in the best interests of anyone except a handful of people working in tourism. Therefore, local people treat conservationists with the respect and deference of other powerful outsiders, but are skeptical of their work, seeing it as implementing yet more prohibitions.² With this background, Mr. Butler met with four Indonesian NGOs: Sekber Togean, Toloka, YABSHI, and Ibnu Chaldun.

Sekber Togean

Sekber Togean was formed in 1996 as a consortium between Conservation International and YABSHI, a Jakarta-based NGO that focuses on marine research.³ The group started with three people, but has rapidly grown to a staff of twelve. Of those, four people were actually born in the islands. The group's head office is in Palu (i.e., on the mainland) and it continues to receive financial support from its two founding organizations. Sekber Togean has many programs, including:

- **Marine and terrestrial research**, with a three-person research station on the island of Uemata that studies coral reef ecology, measures impact analysis, and coordinates other research into terrestrial fauna and flora.
- **Enterprise development**, with one dedicated staff person who works with selected local villagers to improve the quality of handicrafts and non-timber forest products.
- **Community development**, working especially closely with three villages (out of a total of 37). Field officers live in each of the three villages to act as facilitators and community organizers.
- **Ecotourism**, having helped to design and teach the construction methodology for a 2-kilometer trail in one village, and a mangrove boardwalk in a second (see text box). The group has trained a small cadre of local guides and supports a Ecotourism Marketing Officer.
- **Conservation education**, with the training of guides and an *ad hoc* community outreach program.

Serving as Mr. Butler's guides while in the Togeans, and having participated in the Palu Workshop, naturally Sekber Togean was enthusiastic about a CEC and thought a campaign might improve the group's image.

² Personal communication from Sekber Togean.

³ "Sekber Togean" stands for *Sekretariat Bersama Togeana*, or the Collaborative Secretariat for the Togeana Islands.

The Wakatan Ecotourism Trail

The village of Wakatan has built a boardwalk mangrove interpretive trail with the assistance of Sekber Togean and Jaringan Ekotorism Togean (the Togean Ecotourism Network.) The community relies heavily on the mangrove for subsistence, and in the past, tourists had visited and hiked in the area. Sekber Togean suggested building a nature trail to diversify the community's earning. Over the course of year, 15 community members constructed a 300 meter trail that meanders through the mangroves adjacent to the village. Since being officially opened by the Governor in October 1998, about 45 international tourists have used the trail. Each visitor pays Rp. 15,000 to enter the trail and is accompanied by a local guide. The fifteen community members who built the trail alternate as guides, and of the Rp.15,000 fee, two thirds goes to the village and one third goes to the guide. According to the Village Head, community members now appreciate the mangrove as a way of generating tourist revenue. They also feel proud that people come from around the world to see their trail. In fact, the trail won second prize in a British Airways-sponsored ecotourism contest.

Toloka

Toloka is an advocacy group with four people in Amanpana, one in Palu, and one in the Togean Islands.. It was founded in 1994. Toloka actively campaigns in the Togeans for the end to destructive environmental activities, a ban on bombing and cyanide fishing, and improved safety for local divers. It is much more "radical" than Sekber Togean, survives on a very small amount of cash, and tries to cover a broad mandate that includes rural development, ecotourism, skills training, conservation education, and advocacy. The group's limited funding comes from its own members or from the sale of handicrafts. They have initiated or participated in a small number of successful projects, such as the placing of mooring buoys and the removal of the

destructive Crown Of Thorns starfish. They also have a weekly conservation radio show that airs on an FM radio station in Ampana. Among the group's plans for 1999 are a "bends awareness" campaign and a program to bring school children from Palu to work on conservation in the Togeans.

Like Sekber Togean, the breadth of Toloka's program seems to outstrip its capacity. Toloka has no formal working relationship with Sekber Togean, but would gladly work with that NGO and others in a coordinated conservation workshop or campaign.

Yabshi

Yayasan Bina Sains Hayati Indonesia (the Indonesian Life Sciences Foundation), or YABSHI, is a Jakarta-based NGO that focuses on coral reef research and environmental education. The group's work in the Togeans has focused on four islands – Malenge, Ketupat, Leambanata, and Keblutan – for their value as sites of species endemism, tourism potential, and unique ethnic and cultural attributes. On the island of Melenge, the group ran a campaign to prevent the shooting of macaques. The campaign was prohibition-based, telling people “do not shoot macaques, do not disturb macaques.” Shooting did indeed decline, but more because of scarcity than because of the campaign. YABSHI also ran a campaign to ban timber felling on forested slopes in Malenge. The campaign was successful, although some people suspected YABSHI to be a company with ulterior motives for “their” land. This negative attitude remains, but it has improved with YABSHI's funding of Sekber Togeans, which has more of a community development focus.

Ibnu Chaldum

This Palu-based NGO was one of the original members of the Sekber Togeans consortium. Via the World Bank Sulawesi Agriculture Development Project, the group employs about 50 field workers who promote sustainable agriculture, and via other projects, they have about 50 people working on small-scale community improvement programs. The group's most recent work in the Togeans has focused on helping farmers deal with the monetary crisis.

5.3. Assessment Results

Based on this visit, Mr. Butler's assessment is that a full CEC is not feasible for the Togeans. Such a campaign would be difficult for many reasons. Firstly, while Sekber Togeans would be fine as a lead agency, none of its field staff were fully fluent in English, making it difficult for them to use the *Promoting Protection Through Pride* manual. Second, the islands are isolated from the mainland and have few material resources. Thus, material production, procurement, and even the simple matter of getting a photocopy become complex, time-consuming activities that can require a 10+ hour round trip to Ampana. Even travel within the Togeans is time consuming. Finally, a RARE Center campaign has never been tested in a marine biome and the project would be entering uncharted “waters.” In particular, there is no clear target species in the islands.

Therefore, rather than a full CEC campaign, a workshop approach similar to the YPAN Palu Workshop would be more appropriate. If funding were available, Butler could translate portions of the RARE Center manual and lead a two week workshop in Poso (a large city on the mainland, between Ampana and Palu). This workshop could cover several tasks and teach the techniques of questionnaire, poster, school song, puppets, comic, sermon, popular song, and fisherman outreach. Participants would include staff from Sekber Togeans, Toloka, the PKA, and others, and the tools could be integrated into the groups' existing work programs. A third week would then be necessary to visit the Togeans to test the questionnaire, puppet show, sermon, and other campaign tools.

6. CONCLUSIONS AND OTHER POTENTIAL ACTIVITIES

Initial indications are that modification of the full-fledged, one year RARE Center campaign into a two week workshop can be a successful approach. The Palu Workshop demonstrated that the Center's philosophy and education tools are still appropriate and applicable if dedicated individuals and agencies are there to take the lead. In the case of the Togean Islands, the most likely lead agency, Sekber Togeang, must now determine if a workshop and follow-on activities can fit into its existing work program.

International organizations in Jakarta have expressed great interest in the RARE Center methodology and shortened workshop format. The team leader for the UNDP-financed Integrated Small Island Development Planning Assistance Project, the World Bank natural resources management specialist for Indonesia, staff from Birdlife International, and staff from the USAID NRM/EPIQ Program all proposed possible locations for a workshop or campaign. In particular, the World Bank and Birdlife International are now in the planning phase of a large natural resources management project in the province of Maluku, and they see potential use of the Conservation Education Campaign methodology.

The NRM/EPIQ Program's Protected Area Management (PAM) team is excited about the success of Paul Butler's recent work in Indonesia. Based on his positive experience in Central Sulawesi, PAM recommends strengthening our working relationship with RARE over the next year. PAM proposes that Mr. Butler return to Indonesia to conduct up to three conservation awareness workshops similar to the successful efforts in Palu. Workshops would be held in Manado, North Sulawesi, Jayapura, Irian Jaya, and Samarinda, East Kalimantan. The Manado workshop would focus on Bunaken National Park and marine conservation issues. The Jayapura workshop would focus on Cyclops Nature Reserve, and complement the excellent work of Yayasan Pedidikan Lingkungan Hidup Cyclops (the Foundation for Environmental Studies in Cyclops). The Samarinda workshop would focus on conservation of lowland rainforest and orangutans in Kalimantan. Workshops would involve NRM/EPIQ Program Provincial Liaison Specialists and other Program partners engaged in public awareness of conservation or natural resources management issues. PAM would ensure adequate facilitation of the workshops, including the recruitment of a local artist to assist with workshop demands for graphic design and production. A thirty-minute film documenting this workshop may also be explored. Upon completion of these three workshops, PAM may discuss further collaboration, possibly through the implementation of a full Conservation Education Campaign.

The RARE Center's Paul Butler has demonstrated that social marketing of conservation is effective in Indonesia. PAM and the NRM/EPIQ Program look forward to working with PKA and other partners in adapting these effective public communication tools to strengthen conservation awareness and pride in the stewardship of Indonesia's protected areas.

Appendix A

Participants in the Palu Workshop

Agung Wibowo	Director, YPAN Palu
Bahar Umur	YPAN Palu
Djuanda Idris	YPAN Palu
Ikhsan Mentong	YPAN Palu
Banjar Laban Ulianto	Director of PKA for Sulawesi
Hudiyano	Head of Lore Lindu National Park
Helmi	Lore Lindu National Park Staff
Fatahullah	Lore Lindu National Park Staff
Lukman Bualo	Lore Lindu National Park Staff
Made Patra Amir	Lore Lindu National Park Staff
Ayub	Lore Lindu National Park Staff
Abdurasyid Languha	Social Worker, Sekber Togean
Maman Nuraiman	Social Worker, Sekber Togean
Jana Uno	Project Manager, Sekber Togean
Antok Biawak	Jambata (local NGO)
Salam	Jambata
Ais	Jambata
Bangar YLaban	Central Sulawesi Regional Office for Nature Conservation
Firdaus A.K.	Y. Kalavata (local NGO)
Hariato	LPSL (local NGO)
Amir	Yakobang (NGO)
Reny	CARE
Elias Tadopa	Protestant Church
Egenius Handoko	Salvation Army
Imanuel Sabadi S.W.	Salvation Army
Drs. Asbar Tantu	
Donald Bason	Graphic Artist, TNC Jakarta
Paul Butler	Director for Conservation Education, RARE Center

Appendix B

Map of Sulawesi Showing Sites Visited